

2015

TOURIST ARRIVAL: YEAR IN REVIEW



Research and Statistics Department
Ministry of Tourism, Economic Development,
Investment & Energy
Statistics Division



Foreword

This report provides a quantitative analysis of visitors to Antigua and Barbuda for the year 2015.

The quantitative data was collected from the immigration cards of arriving passengers, via ports at V.C. Bird International Airport, Nelson Dockyard, Jolly Harbour, Deep Water Harbour, Heritage Quay, and Barbuda. The data was compiled by the Research and Statistics Department in the Ministry of Tourism, Economic Development, Investment & Energy, in collaboration with the Statistics Division within the Ministry of Trade, Commerce and Industry, Sports, Culture and National Festivals. The report was produced through the collaborative efforts of Tourism Research Officer Avonelle Alfred, Tourism Statistical Officer Lornel Mack, as well as Tourism Statistician Marissa Scott.

Contents

The Overview:	4
Air Arrivals:.....	5
Arrivals by Market:	7
Purpose of Visit:	9
Place of Stay:.....	10
Length of Stay:	11
Age Group:.....	12
Sea Arrivals:	13

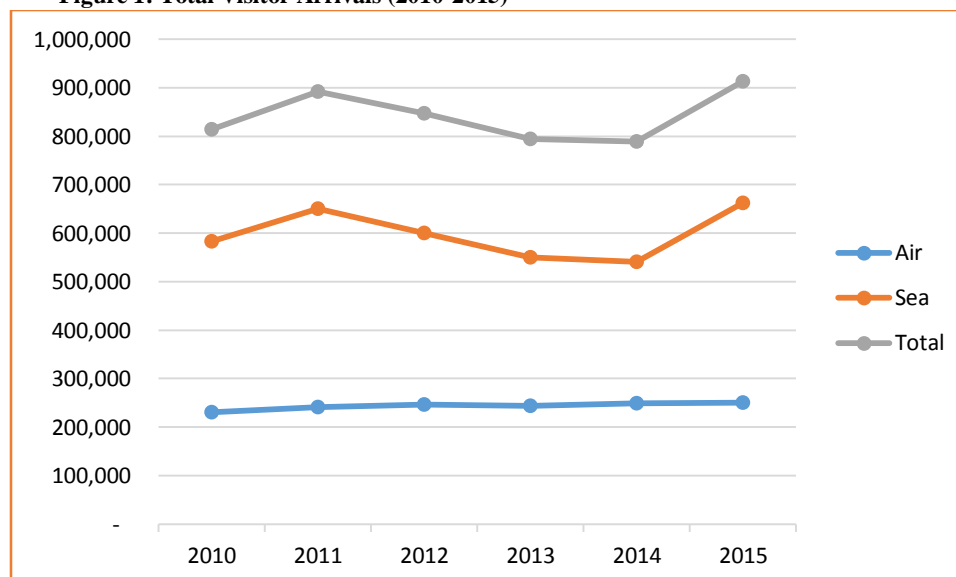
The Overview

From the table above, 913,289 visitors came to the shores of Antigua and Barbuda in 2015. Of this number, 250,450 arrived by air and 662,848 arrived by sea. A vast majority of visitors arrived by sea accounting for 73% of the total number of visitors arrived for 2015, while 27% arrived by air. In contrast, there were 789,580 visitors to Antigua and Barbuda in 2014, 68% of the total number of visitors came by sea and 32% by air. Thus, there has been a 16% increase in the number of visitors to Antigua and Barbuda from the previous year. Moreover, in 2015 Antigua and Barbuda has seen its highest level of total arrivals for the past five years.

Table 1: Total Visitor Arrivals (2010-2015)

	2010	2011	2012	2013	2014	2015	% change 2014-2015
Air	229,943	241,331	246,926	243,219	249,316	250,450	0%
Sea	583,521	650,840	600,213	550,645	540,264	662,848	23%
Total	813,464	892,171	847,139	793,864	789,580	913,298	16%

Figure 1: Total Visitor Arrivals (2010-2015)



Air Arrivals:

The table below compares visitor arrival by air. Here we see an upward trend in the level of Air Passenger Arrivals over a period of 5 years with slight decreases in 2013 but continues its upward trajectory in 2014 and 2015. With this said, 2015 has seen the highest level of Air arrivals for the past five years. Also, 250,450 visitors came by air in 2015 compared to 249,316 in 2014. This represents a 0.45% increase. In December of 2015, there was a sharp increase in the number of visitors compared to that of 2014.

Figure 2: Air Arrivals (2010-2014)

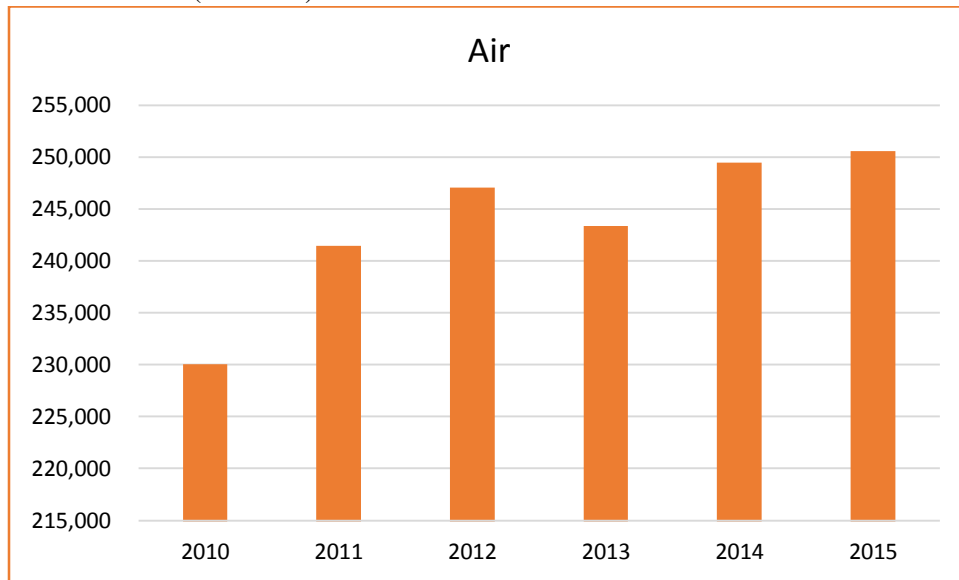


Figure 3: Air Arrivals (2014-2015)

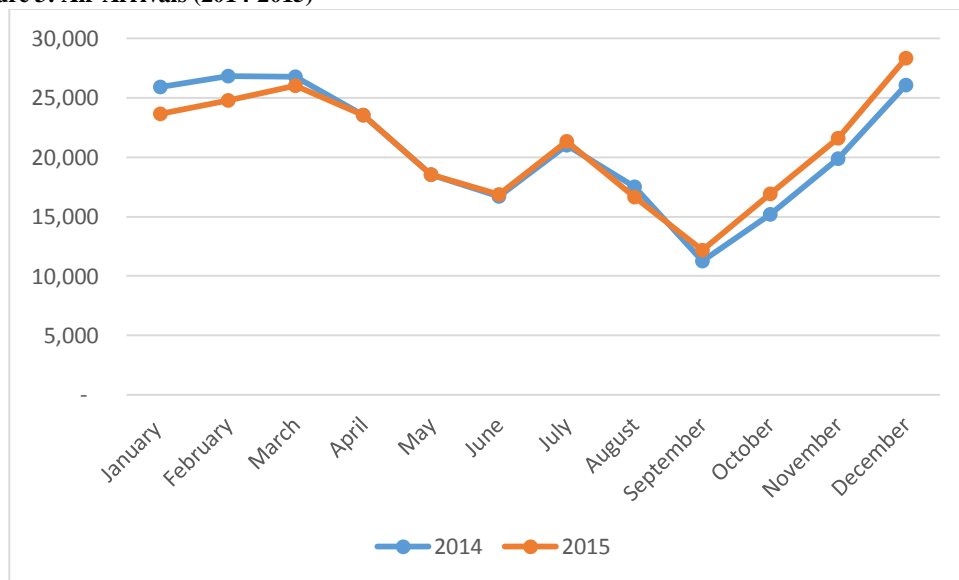


Table 2: Arrivals (2010-2015)

Month	2010	2011	2012	2013	2014	2015	% change 2014-2015
January	22,230	23,813	24,245	23,946	25,920	23,637	-9%
February	22,378	23,826	25,552	24,145	26,842	24,808	-8%
March	25,908	24,734	27,533	28,211	26,788	26,048	-3%
April	20,686	24,760	24,780	21,116	23,543	23,564	0%
May	17,719	17,346	17,127	15,540	18,529	18,513	0%
June	15,597	17,025	17,224	16,433	16,695	16,845	1%
July	22,029	23,522	21,516	25,527	21,001	21,359	2%
August	17,027	18,079	17,695	15,523	17,524	16,660	-5%
September	9,936	10,474	10,954	11,143	11,285	12,153	8%
October	14,679	14,974	16,890	14,318	15,182	16,920	11%
November	18,472	18,708	19,533	20,840	19,907	21,616	9%
December	23,282	24,070	23,877	26,477	26,100	28,327	9%
Total	229,943	241,331	246,926	243,219	249,316	250,450	0%

Table 3: Visitor Arrivals by Quarter (2010-2015)

	2010	2011	2012	2013	2014	2015	% change 2014-2015
First Quarter	340,052	374,042	404,590	373,164	358,097	404,582	13%
Second Quarter	133,180	155,656	142,447	124,884	111,442	142,570	28%
Third Quarter	78,463	79,822	69,733	86,671	89,696	90,205	1%
Fourth Quarter	261,769	282,651	230,369	209,145	230,345	275,941	20%

Arrivals by Market

In the table below, we see a comparison in arrivals by main markets for 2014 and 2015. The main markets are still USA, United Kingdom and Canada. For the United Kingdom there were 77,890 in 2015 compared to 71,193 in 2014 a 9 % increase. For the United States market there were 94,617 visitors in 2015 compared to 95,332 a -1% decrease. For the Canada market there were 23,270 visitors compared to 27,701 in 2014 a decrease by -16%.

Table 4: Arrivals by Market (2014-2015)

	2014	2015	
Total Visitors	249,316	250,450	0%
Europe	91,277	96,250	5%
of which: UK	71,193	77,890	9%
of which: Italy	7,816	7,192	-8%
of which: France	2,166	1,829	-16%
of which: Germany	2,657	2,513	-5%
USA	95,332	94,617	-1%
Canada	27,701	23,270	-16%
All Caribbean	30,282	30,460	1%
Caricom	22,025	22,747	3%
of which: OECS	10,022	10,670	6%
Other Caribbean	4,447	3,477	-22%
of which: French West Indies	676	800	18%
of which: Dutch Caribbean	1,121	1,121	0%
South America	1,156	2,084	80%
Central America	383	461	20%
Other Visitors	3,128	3,263	4%
Not Stated	57	45	-21%

Figure 4: Arrivals by Market (2014-2015)

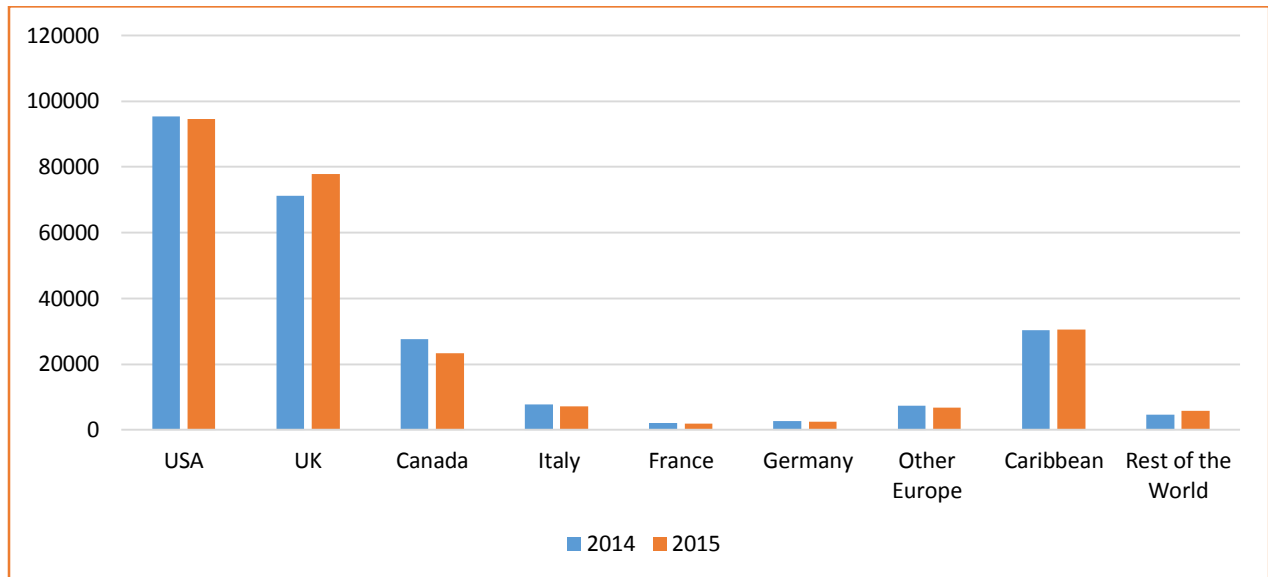
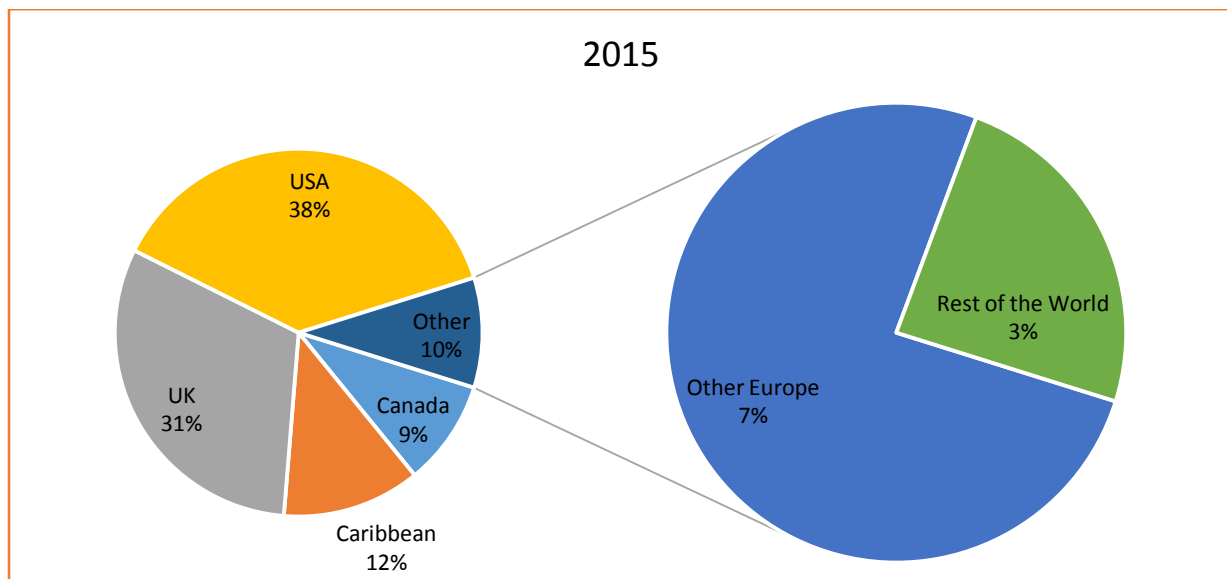


Figure 5: Percentage Arrivals by Market (2015)



The pie chart above shows the proportion of visitors by main market for the year 2015. As seen the majority came from the USA market followed by United Kingdom and then the Caribbean.

Purpose of Visit

‘Vacation’ continues to be the main purpose of visit, as selected by 79% of visitors to Antigua for the year 2015. This is followed by ‘Visiting Friends and Relatives’ 13% of visitors, a 9.63 % increase from the previous year. ‘Other’ accounted for 4%, Business 3%, a 7.65% increase from the previous year & lastly a 1% stated ‘study’.

Figure 6: Purpose of Visit (2015)

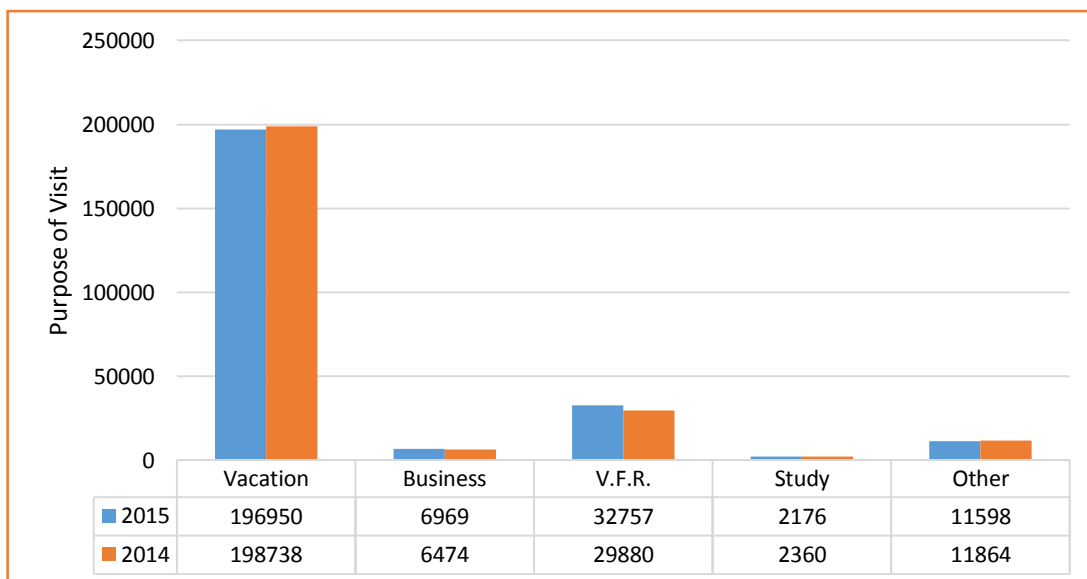
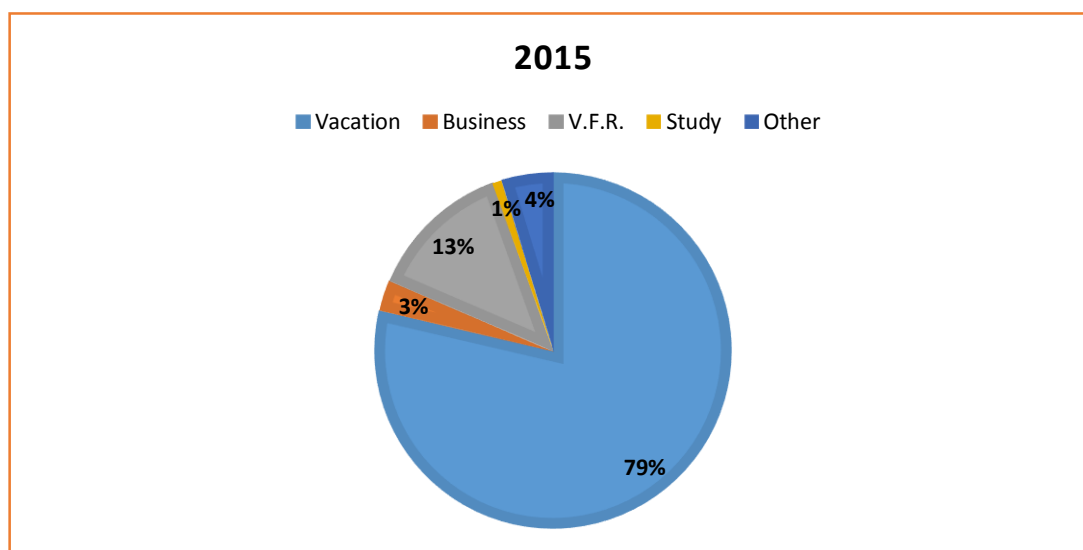


Figure 7: Purpose of Visit (2015)



Place of Stay

Most visitors chose 'Hotels' as their preferred choice of accommodation as stated by 69% of visitors. However, this choice has seen a decrease of 14% in 2015 from the previous year. This is followed by 'Own Home' stated by 17% of visitors, decreasing by 8% in 2015. Furthermore, 13% stated Apartment/Villa, a strong 26% increase and 1% stated 'Guest House', increasing by 15 % from the previous year.

Figure 8: Place of Stay (2014-2015)

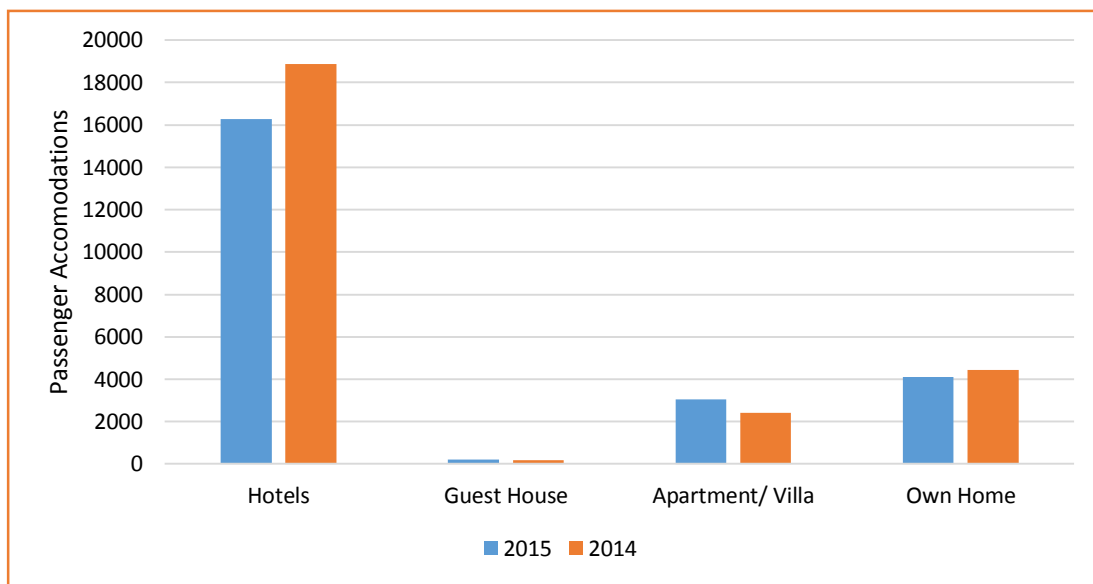
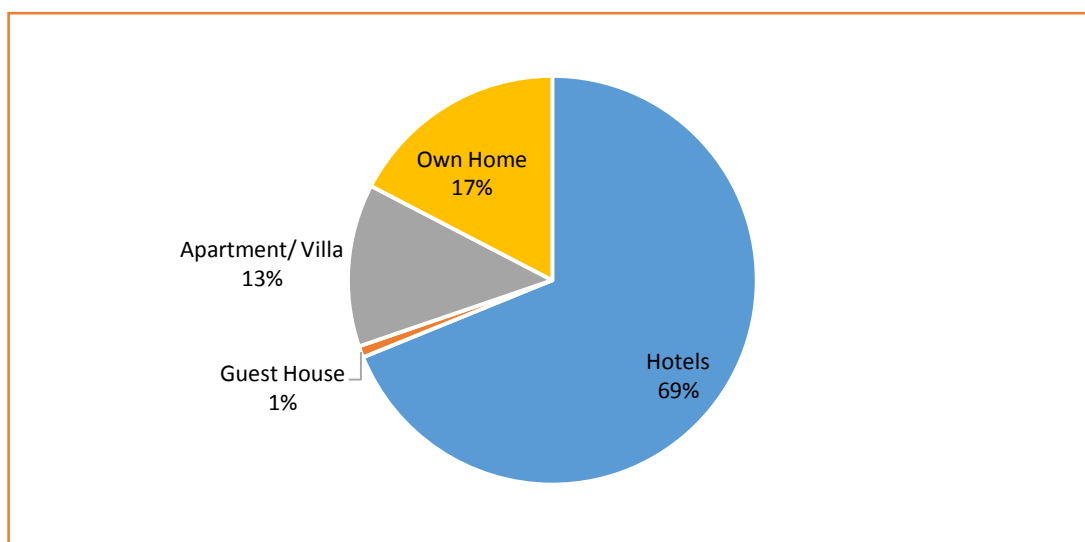


Figure 9: Place of Stay Percentage (2014)



Length of Stay

The average Length of Stay for 2015 is 10.01 days, whereas its average for 2014 was 9.95 days. The illustration, figure 10 gives a clear comparison of the Length of Stay for 2014 and 2015. Tourist generally stay within the period of 4-7 days, decreased by 3 % from 2014. Followed by 8-14 days, increased by 4%, 1-3 days, increased by 10% and finally 15 or more days increased by 4% from that of 2014. In 2015, 53% of the total number of visitors stay 4-7 days. While, 29% stay 8-14 days, 10% stay 1-3 days and 8 % stay 15+ days.

Figure 10: Length of Stay (2014-2015)

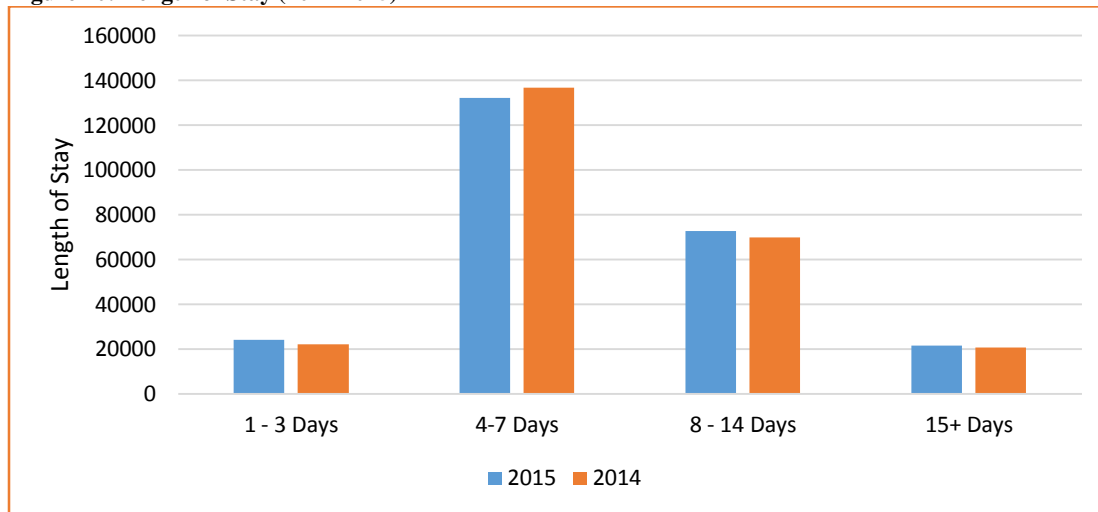
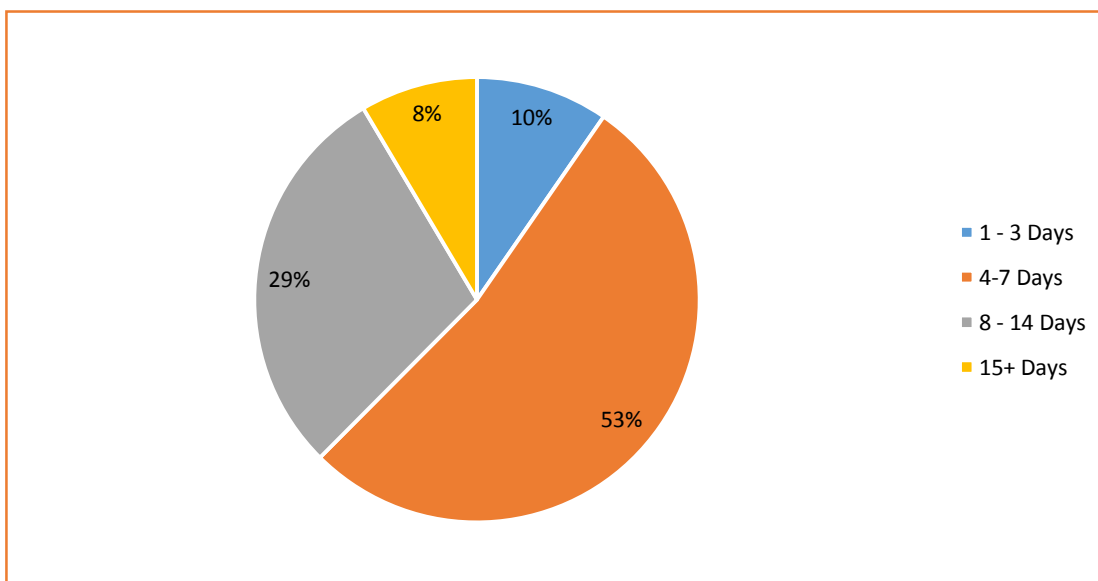


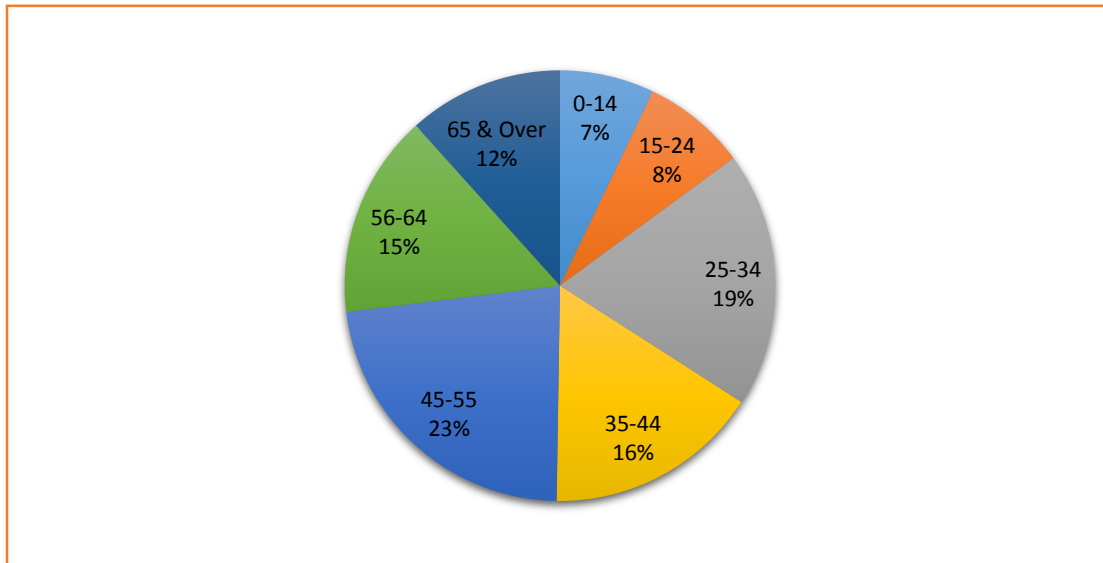
Figure 11: Length of Stay Percentage (2015)



Age Group

The leading age category of visitors to Antigua and Barbuda can be seen as ages 44-55 accounting for 23% of all visitors. This is followed by the 25-34 age range (19%), 35-44 (16%), 56-64(15%), 65&over (12%), 15-24(8%) and 0-14(7%).

Figure 12: Visitors by Age Group (2015)



Sea Arrivals

Table 5 highlights visitor arrivals by sea for the year 2015. Sea Arrival, inclusive of Cruise and Yacht visitors recorded a 22.69% increase in total from that of 2014. Cruise Arrivals contributed significantly with a 23.44% increase in Cruise Passenger Arrivals. Yacht on the other hand had a slight increase of 0.90%. Overall, we can say that 2015 has experienced the highest total in Sea Arrivals for the last five years. In addition, the months of January, February, March and December were the best months for cruise passenger and Vessel arrivals.

Table 5: Visitor Arrivals by Sea (2010-2015)

	2010	2011	2012	2013	2014	2015	% change 2014- 2015
Cruise	557,635	606,497	572,153	532,531	522,342	644,765	23.44%
Yacht	25,886	44,343	28,060	18,114	17,922	18,083	0.90%
Total	583,521	650,840	600,213	550,645	540,264	662,848	22.69%

Figure 14: Visitor Arrivals by Sea (2010-2015)

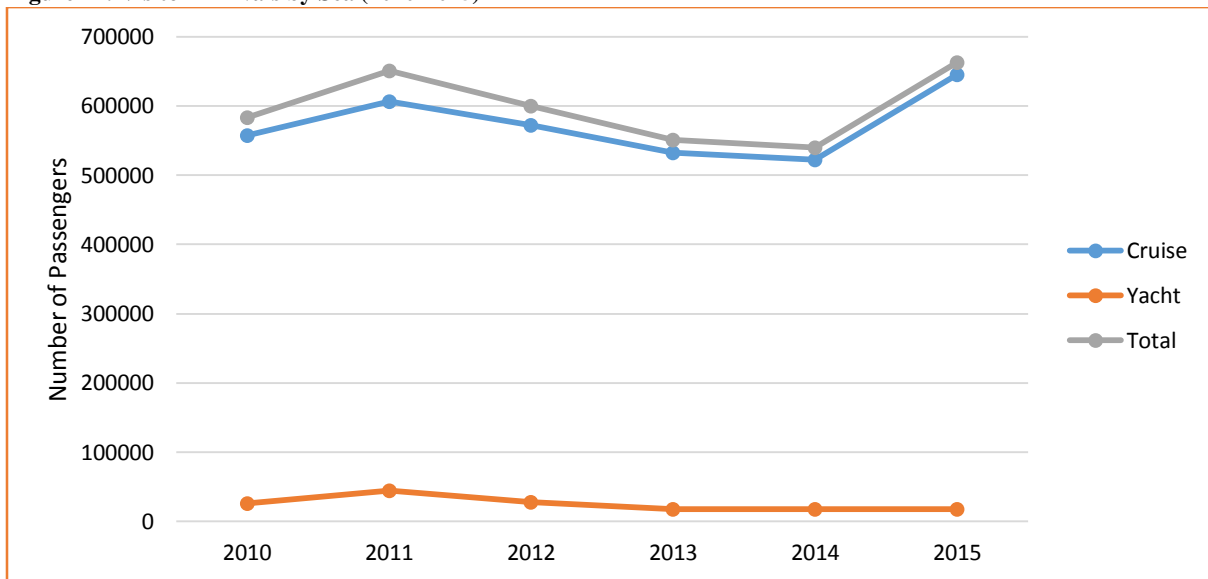


Figure 15: Cruise Passenger Arrivals (2014-2015)

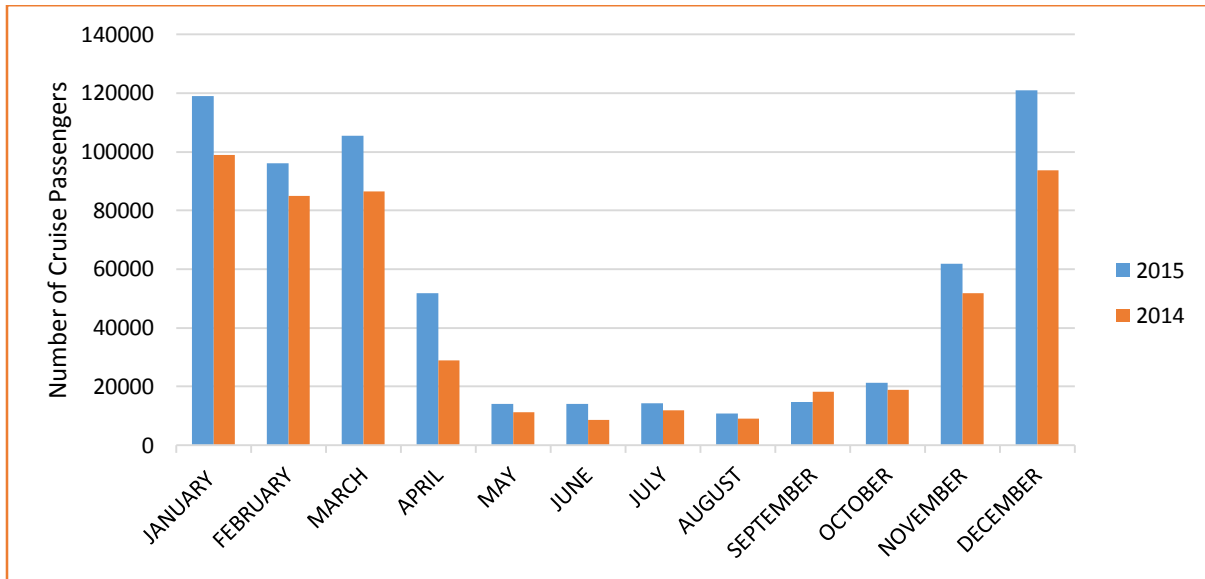


Figure 16: Cruise Vessels (2014-2015)

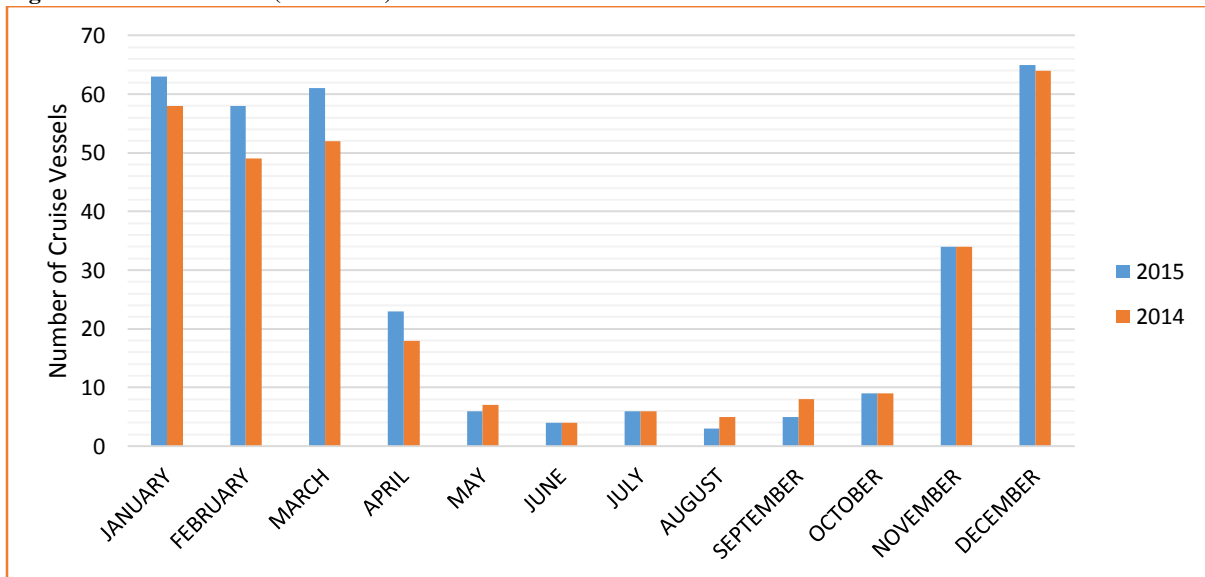


Figure 17: Passenger Arrivals by Yacht (2014-2015)

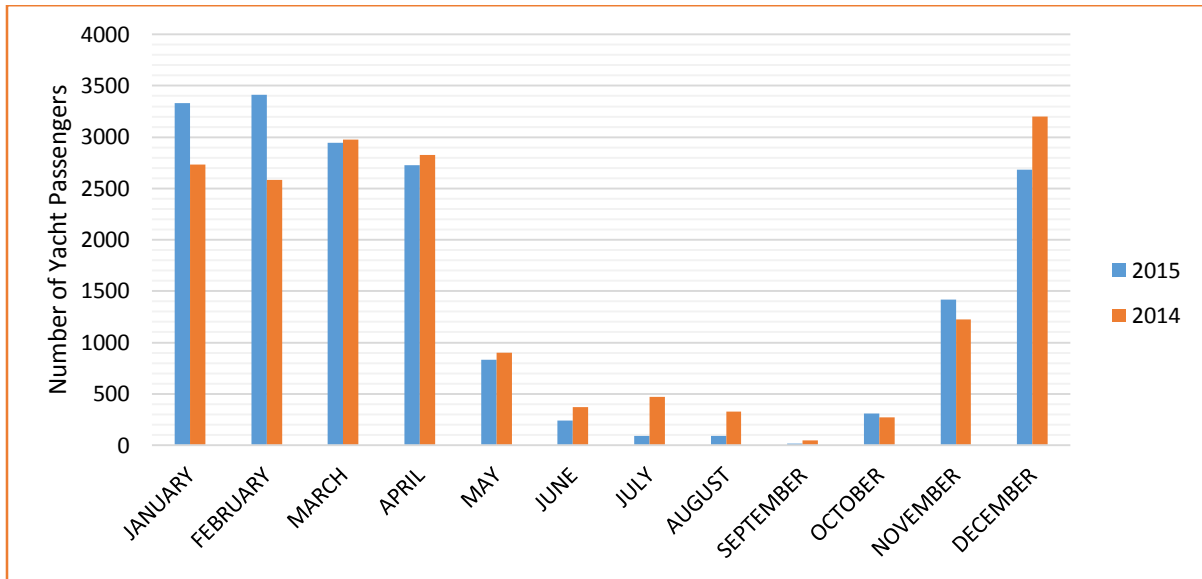


Figure 18: Number of Yacht Vessels (2014-2015)

